



# SPECIAL ALERT

STATE OF  
CALIFORNIA

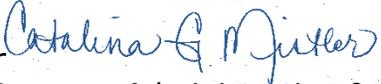


## Update from the California Student Aid Commission

**June 5, 2018**

**GSA 2018-20**

TO: High School Counselors

FROM: Catalina G. Mistler   
Deputy Director, Program Administration & Services Division

SUBJECT: **2017-18 Arthur S. Marmaduke Award Recipient**

This Special Alert from the California Student Aid Commission (Commission) announces the winner of the Arthur S. Marmaduke High School Counselor award. Each year, high school counselors are nominated by their peers, school faculty, and district/county administrators for outstanding leadership and service to their students.

Candidates are scored based on quantifiable success using the following criteria:

- Involvement in financial aid and college events/activities
- Impact on Free Application for Federal Student Aid (FAFSA) / California Dream Act Application (CADAA) completion rates over the past 3 years
- Efforts to help students maintain eligibility and prepare for college
- Support to underrepresented and first-generation families
- Personal comments from the nominator and student testimonies

The 2017-18 winner of this prestigious award is Beau Menchaca, from Century High School (CHS) in Santa Ana. Mr. Menchaca's outstanding accomplishments include implementing a new CHS Financial Aid Night format, modeled after Cash for College Workshops. The new format led to a 14% increase in FAFSA/CADAA submissions over the past four years. In addition, he organized a CHS College Signing Day, which has since been adopted by all schools in the Santa Ana Unified School District (SAUSD). This event has resulted in an increase in financial aid and college applications submitted by SAUSD students, and led to 19.5% more scholarships awarded. Mr. Menchaca also dedicated a portion of the prize money earned for his 2016 Life Changer of the Year award to create scholarships at CHS.

Mr. Menchaca was honored on May 25, 2018, with a commemorative plaque and \$1,500 cash prize, sponsored by the Educational Credit Management Corporation (ECMC). The award ceremony was attended by the Honorable Lou Correa of California's 46<sup>th</sup> Congressional District, Commissioners Catalina Cifuentes, Jose Solorio, and Alejandro Lomeli; the Commission's Executive Director, Lupita Cortez Alcalá; Superintendent of SAUSD, Dr. Stefanie Phillips; President of SAUSD School Board, Valerie Amezcua; Century High School's Principal, Dr. Jonathan Swanson; and ECMC Foundation's Communications Manager, Mai P. Tran.

The Commission acknowledges Beau Menchaca for his achievements, passion, and dedication to students, and also recognizes the hard work and efforts of all high school counselors. For more information on the Marmaduke Award eligibility criteria, or the nomination and selection processes, please visit <http://www.csac.ca.gov/post/arthur-s-marmaduke-high-school-counselor-award>. New nominations for the 2018-19 Marmaduke Award will be accepted beginning January 2019.

**Need to contact us?**

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